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## On the Frontlines

### **New campaign encourages pregnant women to get help quitting smoking**

There are about 8,000 babies born each year to women in our state who smoked during pregnancy. More than 40 percent who quit smoking during pregnancy begin again after giving birth. Faced with these realities, the Tobacco Program took action.

*Quit for You Quit for Two* is a new campaign that targets pregnant and postpartum women who smoke and

encourages them to call the Washington Tobacco Quit Line (1-800-QUIT-NOW) for help.



The campaign, funded by the federal Centers for Disease Control and Prevention, will focus on outreach to three groups: health care providers, pregnant and postpartum women, and friends and family.

- **Health care providers** are a trusted source of information. A major part of the outreach campaign will be directed towards educating providers about the quit line services and encouraging them to intervene with patients.
- **Pregnant and postpartum women** – *Quit for You Quit for Two* aims to motivate pregnant smokers to quit smoking during pregnancy and stay quit postpartum. Campaign messaging will focus on both the health of the baby and the health of the mother.

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- **Friends and family** – Living with people who smoke is the biggest predictor of a smoking relapse. *Quit for You Quit for Two* will target friends and family members as influencers on pregnant women.

The Tobacco Program is creating informational and promotional items in collaboration with First Steps and the Maternal Infant Health Program. In the coming months, outreach will include Tobacco Quit Line-branded prenatal vitamin pill boxes distributed to health care providers across the state, and informational fliers encouraging providers to talk with their patients about living a healthy lifestyle and becoming smoke-free.

Additional tactics will include media outreach in local papers and parenting magazines, transit ads promoting quit line services, and a mailing with CHILD Profile.

Activities to begin this month include:

- Informational fliers and promotional materials distributed to contractors, First Steps clinics, tribal clinics, and select private clinics and hospitals
- *Quit for You Quit for Two* Web page on [www.quitline.com](http://www.quitline.com).
- Transit ads in select counties.

For more information, contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).

## Latino tobacco use summit scheduled

The Washington Association of Community and Migrant Health Centers (WACMHC), a Tobacco Program contractor, is hosting its second statewide summit June 21-22 at the SeaTac Radisson.



The *Chronic Diseases and Tobacco Use in the Latino Community* summit will focus on tobacco use, its link with chronic diseases, and cultural issues impacting tobacco prevention in the Latino community. The summit will include workshops and panel discussion featuring national and local experts, and is expected to draw community health clinic staff, physicians, social workers, health educators, and others. Tobacco prevention contractors are encouraged to attend the summit.

Registration and additional information is available at [www.wacmhc.org](http://www.wacmhc.org), or by contacting Aida Martin-Rivera at 360-786-9722, ext. 233, or [amartin-rivera@wacmhc.org](mailto:amartin-rivera@wacmhc.org).

WACMHC is a non-profit organization, formed in 1985, to advocate on behalf of the low-income, uninsured, and underserved populations of Washington State served by community health centers.

## Need to Know

### **Tobacco Program releases smoking disparities report**

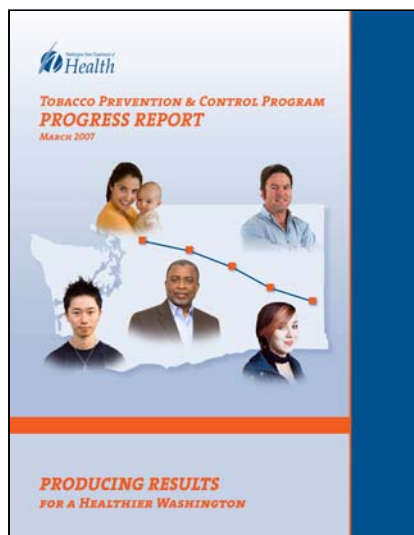
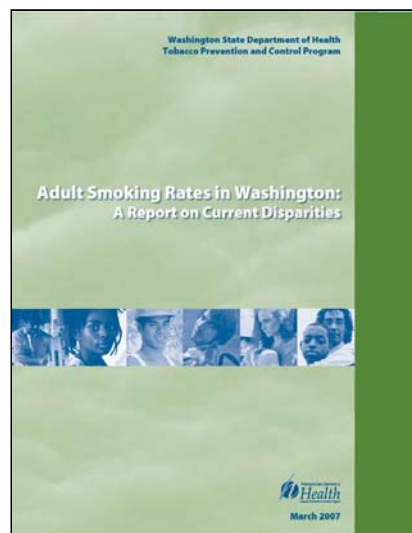
The first in a series of Tobacco Program reports on different indicators of tobacco-related disparities is now available. *Adult Smoking Rates in Washington: A Report on Current Disparities* provides data that quantifies the differences in smoking rates among specific population groups in Washington State.

The report looks at adult smoking rates by the populations or factors identified in the U.S. Department of Health and Human Services *Healthy People 2010* report: education, gender, sexual orientation, geographic location, race and ethnicity, disability, and age.

The report is intended to help the Tobacco Program and its community and statewide partners design programs and activities to improve the health of those at greatest risk for cigarette use. Future reports may look at other indicators, such as exposure to secondhand smoke, youth smoking rates, or quitting and relapse rates.

The report is available online at [www.doh.wa.gov/tobacco/program/reports/07disp\\_report.pdf](http://www.doh.wa.gov/tobacco/program/reports/07disp_report.pdf). Printed copies will be distributed soon and will be available through the Tobacco Program Clearinghouse at a later date.

For more information, contact Dave Harrelson at 360-236-3685 or [david.harrelson@doh.wa.gov](mailto:david.harrelson@doh.wa.gov).



### **2007 Progress Report now available**

*Producing Results for a Healthier Washington*, the latest in a series of bi-annual Tobacco Program progress reports, is now available. The report provides information on the program's progress in meeting its key objectives since 1999.

Adult smoking in Washington has dropped 21 percent since state tobacco prevention efforts were expanded in 1999 – over 200,000 fewer adult smokers. Washington has the fifth lowest state smoking rate in the nation.

Data from the most recent Healthy Youth Survey is cited in the “youth results” section of the report. That data shows that youth smoking has declined dramatically since the start of the program, but reductions in high-school smoking rates have

stalled in recent years. Smoking rates among 10<sup>th</sup> graders have increased since 2004.

The report is available online at [www.doh.wa.gov/tobacco/program/reports/tpcp07progrpt.pdf](http://www.doh.wa.gov/tobacco/program/reports/tpcp07progrpt.pdf). Printed copies will be distributed soon and will be available through the Tobacco Program Clearinghouse at a later date.

For more information, contact Terry Reid at 360-236-3665 or [terry.reid@doh.wa.gov](mailto:terry.reid@doh.wa.gov).



## **Extending Our Reach sets tone for 2007 conference**

*Extending Our Reach* – by way of new interventions, new partnerships, and new target population groups – is the theme of the Tobacco Program’s 2007 state conference scheduled for September 24-26.

The three-day conference, at the Marriott Hotel in SeaTac, will feature contractor trainings, workshops, keynote speakers, panel discussions, and special presentations and activities.

An advisory committee comprised of local program staff and Tobacco Program staff is planning the conference.

Contractors should save photos of tobacco prevention activities and events for inclusion in the always-popular conference “photo album” slide show.

For more information, contact Paul Davis at 360-236-3642 or [paul.davis@doh.wa.gov](mailto:paul.davis@doh.wa.gov).

## **Cold Turkey ads recognized**

The new *Cold Turkey* tobacco cessation television spots made *Advertising Age*’s “Spot of the Week” list for the week of March 14. *Advertising Age* is a leading advertising industry publication.

[View the story](#) [View the ads](#)



Calls to the Washington Tobacco Quit Line (1-800-QUIT-NOW) increased by 17.5 percent during the first full month of the TV ad campaign.

## **New No Stank You ads launched**

New television ads for the *No Stank You* youth prevention campaign were recently added to the mix, and new “vlog” segments continue to be added to [www.NoStankYou.com](http://www.NoStankYou.com) every three weeks.

Just five months into the campaign, the total number of visits to the NoStankYou.com site has already surpassed the nine-month total for the previous youth prevention campaign.

Both the *Cold Turkey* cessation and *No Stank You* youth prevention advertising campaigns are scheduled to continue their successful runs at least until the end of June 2007.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **TobaccoSmokeYou.com gets new look**

A redesigned [tobaccosmokesyou.com](http://tobaccosmokesyou.com) Web site is up and attracting visitors by the troves. The site, home to the Tobacco Smokes You concert program, also now promotes the current cessation media campaign *Cold Turkey* and includes a link to [www.quitline.com](http://www.quitline.com).

### **Concert partnership renewed**

For the third consecutive year, the Department of Health is partnering with the House of Blues (recently purchased by Live Nation) and Seattle Theater Group to keep Big Tobacco out of Washington-based music concerts. Nearly 80 percent of Washington concerts will be free of tobacco advertising, including those at the White River Amphitheater, as a result of the partnership.

### **Sasquatch Music Festival scheduled for May**

One of the largest concert events sponsored by Tobacco Smokes You concert program is the Sasquatch! Music Festival, May 26-27, at the Gorge in George. Find a lineup of performers and ticket information at [www.tobaccosmokesyou.com](http://www.tobaccosmokesyou.com).

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

### **Got game: Tobacco-Free Team partnership renewed for another season**

After a successful inaugural year, the Tobacco Program is again partnering with the Washington State Youth Soccer Association to get the anti-tobacco message to youth statewide. Last season, the 486 *Tobacco-Free Teams* fielded 8,748 players, the majority of whom were within the target demographic of 9- to 14-years-old.

This year, the program will build on successful elements from last year, engage more kids, and deepen the messaging around the health and social consequences of using tobacco. Some planned efforts include:

- Developing a tobacco prevention program for coaches to adopt and promote within their teams.
- Supporting Soccer Fair on April 28. More than 2,500 coaches, parents, and players attend the fair each year at Greater Tacoma Convention and Trade Center.
- Enhancing the Tobacco-Free Team Web page on [www.seethruthesmoke.com](http://www.seethruthesmoke.com).



The soccer association is an umbrella organization for more than 10,000 youth soccer teams across the state – that translates to roughly 125,000 youth, ages 4 to 19.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## Youth Action Team members learn media ropes

Neither rainy weather nor I-5 traffic could deter students from Whatcom and Thurston counties and the Lower Elwha Tribe from taking part in a media and policy change training in Seattle on March 2.

After an introduction to working with the media to create policy changes in their communities, the youth action team members wrote their own public service announcement (PSA) to spread the word about Kick Butts Day. The students then witnessed the media in action during a tour of KISS 106.1 Radio. They even got in on the action by recording their PSA in the studio and watching a producer edit the piece.

After the station tour, the students grilled a panel of media experts, including Tim Church, communications director for the state Department of Health, Kate Jackson from One Reel, and Cherie Black of the Seattle Post-Intelligencer, on working with the media. The students then put their interview skills to test with on-camera interview training.

For more information, contact Carla Huyck at 360-236-3678 or [carla.huyck@doh.wa.gov](mailto:carla.huyck@doh.wa.gov).

## More Music at the Moore a hit with teens

*No Stank You* posters and other graphics from the new youth media campaign dominated the foyer of the Moore Theatre March 2, when about 700 Seattle-area middle school and junior high students attended *More Music at the Moore*.



The event, a partnership between the Tobacco Program and the Seattle Theater Group, was partially staffed by six enthusiastic members of the SWAT (Students of Whatcom Against Tobacco) Youth Action Team. Team members handed out *No Stank You* pins, bookmarks, nose plugs and *No Stank You* stickers to the delight of the audience.

For more information, contact Scott Schoengarth at 360-236-3634 or [scott.schoengarth@doh.wa.gov](mailto:scott.schoengarth@doh.wa.gov).

## Federal Head Start official learns about Washington State's innovative efforts

Staff from the Tobacco Program, Puget Sound Educational Service District, and Pierce County Head Start briefed a top federal Head Start official this month on the state's pilot project to reduce smoking and exposure to secondhand smoke among low-income families.

During a stop in Seattle, Channell Wilkens, director of the federal Office of Head Start, learned the details of the innovative project that links Head Start families to tobacco cessation services.

The project, supported by the American Legacy Foundation and the Department of Health, integrates tobacco use screening and cessation referral into the services provided to all Head Start families. The goal is to reduce both tobacco use by the adult household members and exposure of the children to secondhand smoke.

Tobacco Program Manager Terry Reid said the meeting reinforced his belief in the value of relationship-based cessation program models.

“The kind of relationship that exists between Head Start providers and clients, and the high level of trust, makes Head Start providers great messengers and influencers,” he said. “This is a very viable model that we should look at expanding.”

For more information, contact Julie Thompson at 360-236-3722 or [juliet.thompson@doh.wa.gov](mailto:juliet.thompson@doh.wa.gov).

### **Tobacco Studies fellows research tobacco prevention and control topics**

This year’s fellowship recipients in the University of Washington Tobacco Studies Program are digging into a variety of tobacco-related topics and issues as part of their graduate studies.

The Tobacco Studies Program, which is funded by Tobacco Prevention and Control Program, allows graduate students to pursue tobacco use prevention, treatment, policy, and research through academic work and internships. Following is a summary of some of the innovative research that fellows are conducting.

**Lindsey Greto**, a second year student in the Evans School of Public Affairs with a health policy concentration, is working with the Public Health-Seattle and King County Tobacco Prevention Program to identify ways to prevent access to tobacco products through novel regulations. The final product will include a description of the chain of regulation, identification of existing regulations, a discussion of ideas for new regulations, and policy recommendations.



UW Tobacco Studies fellows (l to r) Lindsey Greto, Mackenzie Melton, DeAnn Crompton, and Heather Ngai

**DeAnn Crompton**, who is in her second year of working on a master’s degree in public health, did her practicum at Public Health-Seattle and King County’s Tobacco Prevention Program. She assisted with a pilot project to integrate tobacco cessation into services at a homeless service agency in downtown Seattle, and is building on that work to complete a master’s thesis on homeless populations and cessation.

**Mackenzie Melton**, also a second-year master’s degree in public health student, completed her practicum at GMMB, which led her to apply for a Tobacco Studies Program fellowship. She is currently assessing the opportunities for exposure to tobacco smoke in restaurants and bars in selected sites in a tri-county area, monitoring characteristics in the work place environment that support a smoke-free policy, and monitoring tobacco product promotion within the work place.

**Heather Ngai**, who is in her second year of working on a master’s degree in public health, is doing her thesis project on the effect of Initiative 901 on the smoking behavior and attitudes of Cantonese-speaking restaurant workers in Seattle International District. The project, a collaboration with the Asian Pacific Islander Coalition Against Tobacco, is intended to illuminate the smoking behavior, attitudes toward smoking, and the related needs of this community.

For more information, contact Julie Pyatt at 360-236-3643 or [julie.pyatt@doh.wa.gov](mailto:julie.pyatt@doh.wa.gov).

## **SpeakOUT workshops teach youth advocacy skills**

More than 150 high school youth have participated in six SpeakOUT workshops so far this year. The workshops, held in Vancouver, Moses Lake, Elma, Yakima, Bellingham, and Bremerton, are a collaboration between the American Cancer Society and multiple Tobacco Program contractors.

The workshops are designed to develop youth leadership skills, educate participants about the harmful effects of tobacco, and teach young people skills to become advocates for healthier communities. Participants are eligible to apply for SpeakOUT Community Action Grants to help support implementing project ideas hatched during the workshops.

Local volunteers, college students, and former SpeakOUT participants present workshop activities. The workshops have been successful in engaging new partners, Tobacco Program contractors, and other organizations to tailor the workshops to the needs of the local community.

For more information about future workshops, contact Amber Talburt at 206-674-4104 or [amber.talburt@cancer.org](mailto:amber.talburt@cancer.org).

## **Local Kick Butts Day events planned**

Kick Butts Day on March 28 is the Campaign for Tobacco Free Kids' annual celebration of youth advocacy, leadership, and activism. This year in Washington, more than 20 different schools and youth action teams will participate in Kick Butts Day. Events will take place in several counties, including Clallam, Clark, Cowlitz, King, Kittitas, Klickitat, Skamania, Snohomish and Spokane. View a listing of events at [www.seethruthesmoke.com](http://www.seethruthesmoke.com).

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## **Hot Topics**

### **Secondhand smoke hits black children hard**

African-American children appear to be especially vulnerable to secondhand smoke, according to a new study focusing on asthmatic youngsters ages 5-12. [Read the news summary](#)

### **Nader lauds anti-tobacco progress**

Among the greatest unsung public health advances of recent times is progress made against the global cigarette industry. [Read an essay Ralph Nader](#)

### **Risks to children of mothers who smoked during pregnancy**

The children of women who smoke during pregnancy are at increased risk of suffering strokes or heart attacks later in life, a new study concludes. [Read the research summary](#)

### **Hookah dangers**

A new report from the American Lung Association explores the science behind a relatively new tobacco use trend, hookah tobacco use and hookah bars, and seeks to help correct the widespread, but mistaken, belief among users that hookah smoking is harmless. [Read the report](#)

### **Legislation introduced to give FDA authority to regulate tobacco products**

Identical bipartisan bills were introduced in the U.S. House of Representatives and the Senate last month to give the U.S. Food and Drug Administration the authority to regulate tobacco products. Read a [press release](#) about the bill introduction from the American Lung Association.

## Resources

### **Tobacco Prevention Resource Center adds trainings**

The Tobacco Prevention Resource Center has scheduled a variety of training over the next several months, including:



- *The Science of the Positive: Applying the Social Norms Model*, May 8 in Mt. Vernon; Jeff Linkenbach, Ed.D, director of the Montana Social Norms Project and faculty member at Montana State University will conduct the training.
- *Spit Tobacco: A Comprehensive Approach to Prevention*, May 24 in Mt Vernon; Presenter Niki Mueller is currently the Program Director for Wyoming's "Through With Chew" program.
- *Cultural Competency*, June 5 in Renton; Monica Alfonso of the Cross Cultural Health Care Program will conduct the training.

To learn about the many other offerings and to register for trainings, visit the Tobacco Prevention Resource Center at [www.tobaccoprc.org](http://www.tobaccoprc.org).

### **Tobacco Prevention & Control Program Clearinghouse**

**360-236-3966**

[tobacco.clearing@doh.wa.gov](mailto:tobacco.clearing@doh.wa.gov)

Collateral materials for the current *Cold Turkey* media campaign are available to contractors through the Clearinghouse.

Round window clings, 8 1/2 x 11 inch clings, and posters are intended for distribution to convenience stores.

To request these items, contact Jennifer Dodd at 360-236-3966 or [jennifer.dodd@doh.wa.gov](mailto:jennifer.dodd@doh.wa.gov).

### **Online Newsletters**

[O<sub>2</sub> magazine](#) – Washington's newsletter for tobacco prevention youth activists

[Tobacco Free Press](#) – Tobacco Control Network, bimonthly

### **Other Online Resources**

American Cancer Society – [www.cancer.org](http://www.cancer.org)

American Heart Association – [www.americanheart.org](http://www.americanheart.org)

American Lung Association – [www.lungusa.org](http://www.lungusa.org)

Americans for Nonsmokers' Rights Foundation – [www.no-smoke.org](http://www.no-smoke.org)

Asian Pacific Partners for Empowerment and Leadership – [www.appealforcommunities.org](http://www.appealforcommunities.org)

Centers for Disease Control, Office on Smoking or Health – [www.cdc.gov/tobacco](http://www.cdc.gov/tobacco)

National African American Tobacco Prevention Network – [www.naatpn.org](http://www.naatpn.org)

National Latino Council on Alcohol and Tobacco Prevention – [www.nlcatp.org](http://www.nlcatp.org)

Teen Health and the Media – [www.depts.washington.edu/thmedia](http://www.depts.washington.edu/thmedia)

The Campaign for Tobacco-Free Kids – [www.tobaccofreekids.org](http://www.tobaccofreekids.org)

Tobacco Technical Assistance Consortium – [www.ttac.org](http://www.ttac.org)

*Links to Web sites are provided because they may contain relevant information and resources. These Web sites are not maintained by the Department of Health and the department takes no responsibility for the views that may be represented, or the accuracy, propriety, or legality of any material contained on the sites.*